

*Note: This is a marked up version of https://www.iab.com/wp-content/uploads/2017/11/IAB_Tech_Lab_Content_Taxonomy_V2_Final_2017-11.xlsx.
Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data.
Other items of interest are marked in blue.*



Content Taxonomy Mapping

IAB Tech Lab common license

Content Taxonomy version 2.0 final release November 2017

New Taxonomy ID	OLD RTB ID	OLD SUBJECT (v1)	New subject (v2)
	IAB21-2	Architects	
	IAB5-3	Art History	
	IAB1	Arts/Ent	
	IAB4-2	College	
	IAB5-4	College Admin	
	IAB11-5	Commentary	
	IAB22-3	Comparison	
	IAB19-7	Computer certification	
	IAB19-10	Computer Reviews	
	IAB26-4	Copyright Infringement	
	IAB19-14	Desktop Video	
	IAB2-9	Diesel	
	IAB5-6	Distance Learning	
	IAB22-4	Engines	
	IAB19-29	Entertainment	
	IAB5-7	ESL	
	IAB14-8	Ethnic Specific	
	IAB25-2	Extreme Graphic/Explicit Violence	
	IAB3-6	Forestry	
	IAB17-14	Game & fish	
	IAB14-3	Gay life	
	IAB25-5	Hate Content	

	IAB26	Illegal Content	
	IAB26-1	Illegal Content	
	IAB25-7	Incentivized	
	IAB7-28	Incest/Abuse Support	
	IAB9-18	Investors & patents	
	IAB19-21	Mac Support	
	IAB20-22	National Parks	
	IAB25	Non-Standard Content	
	IAB4-7	Nursing	
	IAB19-27	PC Support	
	IAB25-3	Pornography	
	IAB19-28	Portable	
	IAB25-4	Profane Content	
	IAB14-5	Senior living	
	IAB14	Society	
	IAB5-15	Studying Business	
	IAB14-6	Teens	
	IAB11-3	U.S. Govt Resources	
	IAB4-10	U.S. Military	
	IAB24	Uncategorized	
	IAB25-6	Under Construction	
	IAB19-31	Unix	
	IAB25-1	Unmoderated UGC	
	IAB26-2	Warez	
	IAB19-33	Web Clip Art	
	IAB19-36	Windows	
603	IAB19-1	3-D Graphics	3-D Graphics
193	IAB6-1	Adoption	Adoption and Fostering
133	IAB5-2	Adult Education	Adult Education
665	IAB20-1	Adventure travel	Adventure Travel
656	IAB20-2	Africa	Africa Travel
454	IAB23-2	Atheism/Agnosticism	Agnosticism
102	IAB3-2	Agriculture	Agriculture
672	IAB20-3	Air Travel	Air Travel
211	IAB8-5	Cocktails/Beer	Alcoholic Beverages
211	IAB8-18	Wine	Alcoholic Beverages
288	IAB7-4	Allergies	Allergies
233	IAB7-5	Alternative Medicine	Alternative Medicine
484	IAB17-12	Football	American Football
608	IAB19-3	Antivirus Software	Antivirus Software
442	IAB21-1	Apartments	Apartments
248	IAB9-2	Arts & Crafts	Arts and Crafts

456	IAB15-1	Astrology	Astrology
265	IAB9-17	Home Recording	Audio Production
658	IAB20-4	Australia & NZ	Australia and Oceania Travel
30	IAB2-3	Buying/Selling Cars	Auto Buying and Selling
32	IAB2-1	Auto Parts	Auto Parts
518	IAB17-1	Auto racing	Auto Racing
34	IAB2-2	Auto Repair	Auto Repair
1	IAB2	Automotive	Automotive
215	IAB8-2	Barbecues & Grilling	Barbecues and Grilling
545	IAB17-2	Baseball	Baseball
547	IAB17-26	Pro Basketball	Basketball
249	IAB9-3	Beadwork	Beadwork
553	IAB18-1	Beauty	Beauty
674	IAB20-5	Bed & Breakfasts	Bed & Breakfasts
465	IAB15-2	Biology	Biological Sciences
119	IAB3-3	Biotech/Biomedical	Biotech and Biomedical Industry
423	IAB16-2	Birds	Birds
259	IAB9-4	Birdwatching	Birdwatching
270	IAB9-5	Board Games/Puzzles	Board Games and Puzzles
574	IAB18-2	Body Art	Body Art
549	IAB17-4	Bodybuilding	Bodybuilding
312	IAB7-33	Orthopedics	Bone and Joint Conditions
42	IAB1-1	Books & Lit	Books and Literature
485	IAB17-5	Boxing	Boxing
458	IAB23-3	Buddhism	Buddhism
675	IAB20-6	Budget Travel	Budget Travel
53	IAB3	Business	Business
676	IAB20-7	Business travel	Business Travel
633	IAB19-5	Cameras & camcorders	Cameras and Camcorders
677	IAB20-9	Camping	Camping
250	IAB9-6	Candle & Soap Making	Candle and Soap Making
499	IAB17-6	Canoeing/Kayaking	Canoeing and Kayaking
25	IAB2-4	Car Culture	Car Culture
271	IAB9-7	Card Games	Card Games
125	IAB4-11	Career Advice	Career Advice
126	IAB4-1	Career Planning	Career Planning
123	IAB4	Careers	Careers
424	IAB16-3	Cats	Cats
18	IAB2-5	Certified	Certified Pre-Owned Cars
486	IAB17-7	Cheerleading	Cheerleading
466	IAB15-3	Chemistry	Chemistry
459	IAB23-5	Christianity	Christianity

260	IAB9-9	Cigars	Cigars
19	IAB2-22	Vintage Cars	Classic Cars
500	IAB17-8	Climbing	Climbing
261	IAB9-10	Collecting	Collecting
137	IAB5-5	College Life	College Education
262	IAB9-11	Comic Books	Comic Books
3	IAB2-21	Trucks & Accessories	Commercial Trucks
610	IAB19-2	Animation	Computer Animation
600	IAB19-8	Computer Networking	Computer Networking
601	IAB19-9	Computer Peripherals	Computer Peripherals
121	IAB3-5	Construction	Construction Industry
264	IAB9-15	Getting Published	Content Production
8	IAB2-6	Convertible	Convertible
9	IAB2-7	Coupe	Coupe
474	IAB22-2	Couponing	Coupons and Discounts
491	IAB17-9	Cricket	Cricket
10	IAB2-8	Crossover	Crossover
678	IAB20-12	Cruises	Cruises
492	IAB17-3	Bicycling	Cycling
611	IAB19-12	Databases	Databases
188	IAB14-1	Dating	Dating
194	IAB6-3	Daycare/Pre School	Daycare and Pre-School
316	IAB7-17	Dental Care	Dental Health
612	IAB19-13	Desktop Publishing	Desktop Publishing
217	IAB8-8	Desserts/Baking	Desserts and Baking
205	IAB9-1	Art/Technology	Digital Arts
613	IAB19-22	MP3/MIDI	Digital Audio
218	IAB8-9	Dining Out	Dining Out
189	IAB14-2	Divorce support	Divorce
425	IAB16-4	Dogs	Dogs
251	IAB9-12	Drawing/Sketching	Drawing and Sketching
132	IAB5	Education	Education
190	IAB6-9	Eldercare	Eldercare
623	IAB19-15	Email	Email
496	IAB17-17	Horses	Equine Sports
659	IAB20-14	Europe	Europe Travel
186	IAB6	Family & Parenting	Family and Relationships
666	IAB20-26	Traveling with Kids	Family Travel
510	IAB17-10	Figure skating	Figure Skating
396	IAB13-4	Financial Planning	Financial Planning
201	IAB1-3	Fine Art	Fine Art
426	IAB16-1	Aquariums	Fish and Aquariums

511	IAB17-11	Fly Fishing	Fishing Sports
511	IAB17-13	Freshwater fishing	Fishing Sports
511	IAB17-32	Saltwater Fishing	Fishing Sports
225	IAB7-1	Exercise	Fitness and Exercise
210	IAB8	Food & Drink	Food & Drink
219	IAB8-10	Food Allergies	Food Allergies
266	IAB9-13	Freelance Writing	Freelance Writing
275	IAB10-4	Gardening	Gardening
273	IAB9-14	Genealogy	Genealogy and Ancestry
469	IAB15-8	Geography	Geography
470	IAB15-4	Geology	Geology
512	IAB17-15	Golf	Golf
77	IAB3-7	Government	Government Business
614	IAB19-16	Graphics Software	Graphics Software
78	IAB3-8	Green Solutions	Green Solutions
22	IAB2-10	Electric Vehicle	Green Vehicles
22	IAB2-12	Hybrid	Green Vehicles
11	IAB2-11	Hatchback	Hatchback
221	IAB8-12	Health/Lowfat Cooking	Healthy Cooking and Eating
223	IAB7-35	Pediatrics	Healthy Living
223	IAB7-38	Senor Health	Healthy Living
296	IAB7-24	Heart Disease	Heart and Cardiovascular Diseases
411	IAB13-5	Hedge Fund	Hedge Funds
234	IAB7-25	Herbs for Herbs	Herbs and Supplements
460	IAB23-6	Hinduism	Hinduism
239	IAB9	Hobbies & Interests	Hobbies & Interests
235	IAB7-26	Holistic Healing	Holistic Health
274	IAB10	Home & Garden	Home & Garden
278	IAB10-1	Appliances	Home Appliances
279	IAB10-2	Entertaining	Home Entertaining
634	IAB19-17	Home Video/DVD	Home Entertainment Systems
280	IAB10-5	Home Repair	Home Improvement
145	IAB5-10	Homeschooling	Homeschooling
146	IAB5-11	Homework/Study Tips	Homework and Study
667	IAB20-17	Honeymoons/Getaways	Honeymoons and Getaways
497	IAB17-16	Horse racing	Horse Racing
668	IAB20-18	Hotels	Hotels and Motels
55	IAB3-9	Human Resources	Human Resources
440	IAB1-4	Humor	Humor and Satire
514	IAB17-18	Hunting/Shooting	Hunting and Shooting
515	IAB17-27	Pro ice hockey	Ice Hockey

282	IAB10-3	Environmental Safety	Indoor Environmental Quality
618	IAB19-25	Network security	Information and Network Security
516	IAB17-19	Inline Skating	Inline Skating
398	IAB13-6	Insurance	Insurance
283	IAB10-7	Interior Decorating	Interior Decorating
382	IAB12-1	International News	International News
624	IAB19-24	Net for Beginners	Internet for Beginners
195	IAB6-4	Family Internet	Internet Safety
461	IAB23-7	Islam	Islam
252	IAB9-19	Jewelry Making	Jewelry Making
128	IAB4-4	Job Fairs	Job Fairs
127	IAB4-5	Job Search	Job Search
462	IAB23-8	Judaism	Judaism
284	IAB10-8	Landscaping	Landscaping
147	IAB5-8	Language Learning	Language Learning
427	IAB16-5	Large Animals	Large Animals
383	IAB11-2	Legal Issues	Law
384	IAB12-3	Local News	Local News
57	IAB3-10	Logistics	Logistics
23	IAB2-13	Luxury	Luxury Cars
241	IAB9-20	Magic & Illusion	Magic and Illusion
58	IAB3-1	Advertising	Marketing and Advertising
58	IAB3-11	Marketing	Marketing and Advertising
191	IAB14-4	Marriage	Marriage and Civil Unions
520	IAB17-20	Martial Arts	Martial Arts
228	IAB7-31	Men's health	Men's Health
301	IAB7-37	Psychology/Psychiatry	Mental Health
107	IAB3-12	Metals	Metals Industry
13	IAB2-14	MiniVan	Minivan
519	IAB17-25	Power & Motorcycles	Motorcycle Sports
27	IAB2-15	Mororcycles	Motorcycles
324	IAB1-5	Movies	Movies
338	IAB1-6	Music	Music and Audio
243	IAB9-16	Guitar	Musical Instruments
412	IAB13-8	Mutual Funds	Mutual Funds
385	IAB12-2	National News	National News
253	IAB9-21	Needlework	Needlework
222	IAB8-6	Coffee/Tea	Non-Alcoholic Beverages
229	IAB7-32	Nutrition	Nutrition
14	IAB2-16	Off-Road Vehicles	Off-Road Vehicles
521	IAB17-23	Olympics	Olympic Sports

413	IAB13-9	Options	Options
501	IAB17-24	Paintball	Paintball
254	IAB9-22	Painting	Painting
244	IAB15-5	Paranormal Phenomena	Paranormal Phenomena
196	IAB6-2	Babies & Toddlers	Parenting Babies and Toddlers
197	IAB6-5	Parenting - K-6 Kids	Parenting Children Aged 4-11
198	IAB6-6	Parenting Teens	Parenting Teens
24	IAB2-17	Performance Vehicles	Performance Cars
405	IAB13-2	Credit/Debt & Loans	Personal Debt
391	IAB13	Personal Finance	Personal Finance
410	IAB13-7	Investing	Personal Investing
415	IAB13-12	Tax planning	Personal Taxes
422	IAB16	Pets	Pets
255	IAB9-23	Photography	Photography
236	IAB7-36	Physical Therapy	Physical Therapy
471	IAB15-6	Physics	Physics
15	IAB2-18	Pickup	Pickup Trucks
386	IAB11-4	Politics	Politics
432	IAB1-2	Celebrity Fan/Gossip	Pop Culture
139	IAB5-9	Graduate School	Postgraduate Education
305	IAB6-7	Pregnancy	Pregnancy
149	IAB5-12	K-6 Educators	Primary Education
134	IAB5-13	Private School	Private School
631	IAB19-4	C/C++	Programming Languages
631	IAB19-19	Java	Programming Languages
631	IAB19-20	JavaScript	Programming Languages
631	IAB19-32	Visual Basic	Programming Languages
245	IAB9-24	Radio	Radio Control
441	IAB21	Real Estate	Real Estate
451	IAB21-3	Buying/Selling Homes	Real Estate Buying and Selling
453	IAB23	Religion & Spirituality	Religion & Spirituality
276	IAB10-9	Remodeling & Construction	Remodeling & Construction
130	IAB4-9	Telecommuting	Remote Working
429	IAB16-6	Reptiles	Reptiles
129	IAB4-6	Resume Writing/Advice	Resume Writing and Advice
416	IAB13-10	Retirement planning	Retirement Planning
28	IAB2-19	Road-Side Assistance	Road-Side Assistance
525	IAB17-28	Rodeo	Rodeo
272	IAB9-25	Roleplaying Games	Roleplaying Games
527	IAB17-29	Rugby	Rugby
227	IAB17-30	Running/Jogging	Running and Jogging
530	IAB17-31	Sailing	Sailing

481	IAB22-1	Contests & freebies	Sales and Promotions
464	IAB15	Science	Science
246	IAB9-26	Sci-Fi/Fantasy	Sci-fi and Fantasy
256	IAB9-27	Scrapbooking	Scrapbooking
267	IAB9-28	Screenwriting	Screenwriting
502	IAB17-33	Scuba Diving	Scuba Diving
627	IAB19-35	Web Search	Search
4	IAB2-20	Sedan	Sedan
307	IAB7-39	Sexuality	Sexual Health
605	IAB19-30	Shareware/Freeware	Shareware and Freeware
473	IAB22	Shopping	Shopping
503	IAB17-34	Skateboarding	Skateboarding
531	IAB17-35	Skiing	Skiing
309	IAB7-19	Dermatology	Skin and Dermatology
310	IAB7-40	Sleep Disorders	Sleep Disorders
635	IAB19-6	Cell phones	Smartphones
237	IAB7-41	Smoking Cessation	Smoking Cessation
504	IAB17-36	Snowboarding	Snowboarding
533	IAB17-44	World Soccer	Soccer
662	IAB20-23	South America	South America Travel
472	IAB15-7	Space/Astronomy	Space and Astronomy
671	IAB20-24	Spas	Spas
136	IAB5-14	Special Ed	Special Education
199	IAB6-8	Special Needs Kids	Special Needs Kids
483	IAB17	Sports	Sports
263	IAB9-29	Stamps & Coins	Stamps and Coins
5	IAB2-23	Wagon	Station Wagon
414	IAB13-11	Stocks	Stocks and Bonds
395	IAB4-3	Financial Aid	Student Financial Aid
552	IAB18	Style & fashion	Style & Fashion
311	IAB7-42	Substance Abuse	Substance Abuse
505	IAB17-37	Surfing/Bodyboarding	Surfing and Bodyboarding
537	IAB17-38	Swimming	Swimming
538	IAB17-39	Table Tennis/Ping-pong	Table Tennis
636	IAB19-26	Palmtops/PDAs	Tablets and E-readers
596	IAB19	Technology & Computing	Technology & Computing
640	IAB1-7	Television	Television
539	IAB17-40	Tennis	Tennis
293	IAB7-43	Thyroid Disease	Thyroid Disorders
653	IAB20	Travel	Travel
212	IAB8-16	Vegan	Vegan Diets
213	IAB8-17	Vegetarian	Vegetarian Diets

430	IAB16-7	Veterinary medicine	Veterinary Medicine
680	IAB9-30	Video & Computer Games	Video Gaming
541	IAB17-41	Volleyball	Volleyball
542	IAB17-42	Walking	Walking
506	IAB17-43	Waterski/Wakeboard	Waterskiing and Wakeboarding
390	IAB15-10	Weather	Weather
607	IAB19-23	Net Conferencing	Web Conferencing
629	IAB19-34	Web Design/HTML	Web Design and HTML
165	IAB14-7	Weddings	Wedding
231	IAB7-44	Weight Loss	Weight Loss
238	IAB7-45	Women's Health	Women's Health
257	IAB9-31	Woodworking	Woodworking
135	IAB5-1	7-12 Education	Secondary Education
301	IAB7-2	A.D.D.	Mental Health
561	IAB18-6	Accessories	Women's Accessories
580	IAB18-6	Accessories	Men's Accessories
297	IAB7-3	AIDS/HIV	Infectious Diseases
453	IAB23-1	Alternative Religions	Religion & Spirituality
214	IAB8-1	American Cuisine	World Cuisines
312	IAB7-6	Arthritis	Bone and Joint Conditions
300	IAB7-7	Asthma	Lung and Respiratory Health
301	IAB7-8	Autism/PDD	Mental Health
410	IAB13-1	Beginning Investing	Personal Investing
301	IAB7-9	Bipolar Disorder	Mental Health
465	IAB15-9	Botany	Biological Sciences
313	IAB7-10	Brain Tumor	Brain and Nervous System Disorders
602	IAB3-4	Business Software	Computer Software and Applications
660	IAB20-8	By US Locale	North America Travel
214	IAB8-3	Cajun/Creole	World Cuisines
660	IAB20-10	Canada	North America Travel
314	IAB7-11	Cancer	Cancer
660	IAB20-11	Caribbean	North America Travel
459	IAB23-4	Catholicism	Christianity
270	IAB9-8	Chess	Board Games and Puzzles
214	IAB8-4	Chinese Cuisine	World Cuisines
306	IAB7-12	Cholesterol	Blood Disorders
313	IAB7-13	Chronic Fatigue Syndrome	Brain and Nervous System Disorders
287	IAB7-14	Chronic pain	Diseases and Conditions

566	IAB18-5	Clothing	Women's Clothing
582	IAB18-5	Clothing	Men's Clothing
576	IAB18-5	Clothing	Designer Clothing
575	IAB18-5	Clothing	Children's Clothing
315	IAB7-15	Cold/Flu	Cold and Flu
214	IAB8-7	Cuisine-Specific	World Cuisines
616	IAB19-11	Data Centers	Data Storage and Warehousing
289	IAB7-16	Deafness	Ear, Nose and Throat Conditions
301	IAB7-18	Depression	Mental health
290	IAB7-20	Diabetes	Endocrine and Metabolic Diseases
659	IAB20-13	Eastern Europe	Europe Travel
313	IAB7-21	Epilepsy	Brain and Nervous System Disorders
560	IAB18-3	Fashion	Women's Fashion
579	IAB18-3	Fashion	Men's Fashion
52	IAB13-3	Financial News	Business and Finance
659	IAB20-15	France	Europe Travel
214	IAB8-11	French Cuisine	World Cuisines
318	IAB7-22	GERD/Acid Reflux	Digestive Disorders
659	IAB20-16	Greece	Europe Travel
313	IAB7-23	Headaches/Migraines	Brain and Nervous System Disorders
286	IAB7	Health & Fitness	Medical Health
223	IAB7	Health & Fitness	Healthy Living
634	IAB10-6	Home Theater	Home Entertainment Systems
318	IAB7-27	IBS/Crohn's Disease	Digestive Disorders
388	IAB11-1	Immigration	Political Issues
318	IAB7-29	Incontinence	Digestive Disorders
304	IAB7-30	Infertility	Infertility
619	IAB19-18	Internet Technology	Internet
214	IAB8-13	Italian Cuisine	World Cuisines
659	IAB20-19	Italy	Europe Travel
657	IAB20-20	Japan	Asia Travel
214	IAB8-14	Japanese Cuisine	World Cuisines
581	IAB18-4	Jewelry	Men's Jewelry and Watches
565	IAB18-4	Jewelry	Women's Jewelry and Watches
459	IAB23-9	Latter-Day Saints	Christianity
379	IAB11	Law, Govt and Pol.	News and Politics
214	IAB8-15	Mexican Cuisine	World Cuisines
662	IAB20-21	Mexico & Central America	South America Travel
492	IAB17-21	Mountain Biking	Cycling

518	IAB17-22	NASCAR Racing	Auto Racing
379	IAB12	News	News and Politics
453	IAB23-10	Pagan/Wiccan	Religion & Spirituality
301	IAB7-34	Panic/Anxiety Disorders	Mental Health
395	IAB4-8	Scholarships	Student Financial Aid
608	IAB26-3	Spyware/Malware	Antivirus Software
151	IAB20-25	Theme Parks	Amusement and Theme Parks
659	IAB20-27	United Kingdom	Europe Travel